

## **Agenda Item: Master Sign Plan – Matthews Festival**

**DATE:** January 3, 2018

**FROM:** Mary Jo Gollnitz, Planner

### **Background/Issue:**

Ziff Properties has submitted a request to revise the Master Sign Plan for the portion of Matthews Festival along US 74/Independence Blvd. Their Master Sign Plan was approved on February 13, 2017.

This Master Sign Plan is for the portion of the shopping center facing Independence Blvd. The multi-tenant strip from Mod Pizza to Big Lots to Metro Dinner, the old theater side of the shopping center, and the two future out parcels.

The applicant is requesting that the Master Sign Plan be revised to allow signage on the back of the tenant space (facing Harris Teeter) for Endcap and Primary tenants over 5,000 sf. Each tenant would only be allowed a total of 3 attached signs and maximum square footage as noted in the Master Sign Plan table.

There is no request for signage bonus at this time.

### **Additional information:**

- Clarification of corporate trademark logos vs non-corporate logos were included in this revision.
- Clarification for future outparcel signage location in sign band was added.
- Clarification allowing Anchor, Endcap, and Primary tenants (over 5,000 sf) signage on back of buildings.
- No change to the signage table is being requested.
- Tenants will submit sign applications for attached signage that must meet the Master Sign Plan as well as Matthews UDO sign regulations.
- Face plate changes without increasing the sign area is allowed on the one freestanding sign.

### **Proposal/Solution:**

The request provides a comprehensive sign plan for this portion of the shopping center. Changes are being made to pages 6 through 10 only, as shown on attached pages.

### **Financial Impact:**

None.

### **Related Town Goal(s) and/or Strategies:**

Quality of Life: #1 To implement plans, updating each as appropriate, and ensure they coordinate with and fulfill the goals of each other.

Economic Development and Land Use Planning

### **Recommended Motion/Action:**

Staff recommends approval of the revised Master Sign Plan for Matthews Festival.



## MEMORANDUM

To: Ms. Kathi Ingrish  
Town of Matthews - Planning Director

From: Mr. Kevin Beringer   
Ziff Properties – Vice President

Cc: Mr. Alex Kelly  
Stanchion Asset Partners- Development Representative for Ziff

Date: December 15, 2017

Re: Proposed Revisions to Matthews Festival Master Sign Plan

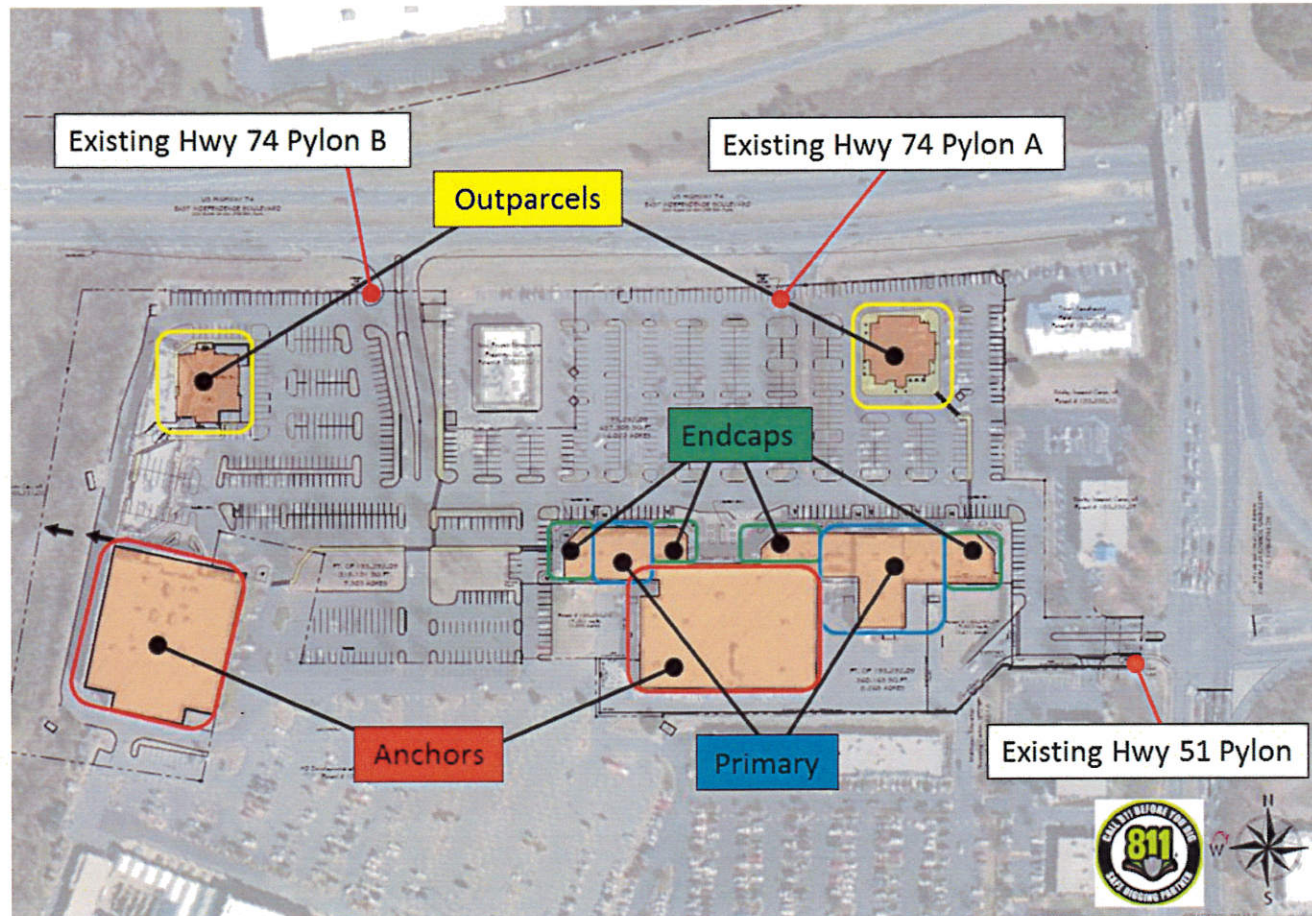
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The proposed revisions to the Matthews Festival Master Sign Plan are meant to clarify which shopping center tenants are permitted to include, if desired, appropriate signage on the back of their tenant space. Please note, the proposed changes to the Master Sign Plan do not increase the current allowable signage square footage for the shopping center. The revisions also include additional clarifications requested by the Matthews Planning Department.



# Proposed Site Plan

Subject to Change



PROPOSED SITE PLAN AND LOCATIONS OF TENANT TYPES ARE NOT TO BE USED FOR SCALING PURPOSES, SIMPLY TO DEFINE THE APPROXIMATE LOCATIONS OF THE TENANT TYPES AND BUILDING LOCATIONS.

## OLD REQUIREMENTS



### Signage Lettering & Typography

For general signs, other than individual ~~tenant logos, corporate, or franchise script or branding~~, the font to be used is Goudy Old Style Bold or Book Antiqua Bold.

Goudy Old Style

## REVISED REQUIREMENTS

### Signage Lettering & Typography

For general signs, other than individual tenant corporate trademarks (with trademark defined as logo and/or script), the font to be used is Goudy Old Style Bold or Book Antiqua Bold.



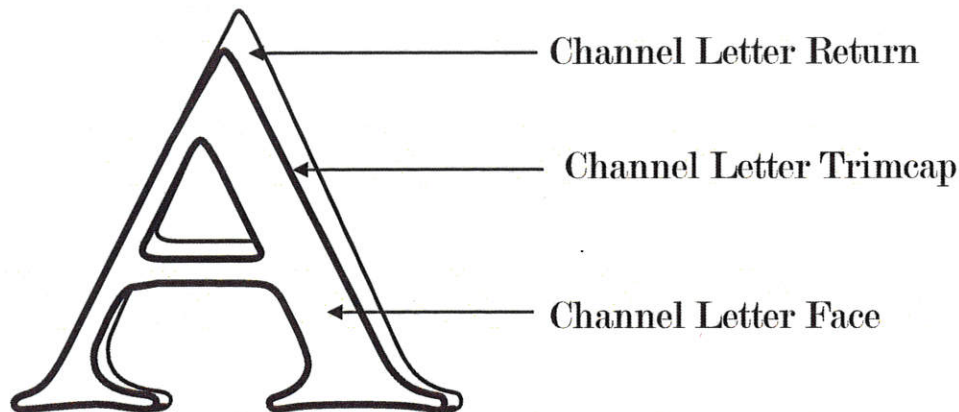
# Sign Criteria

NOTE ADDED

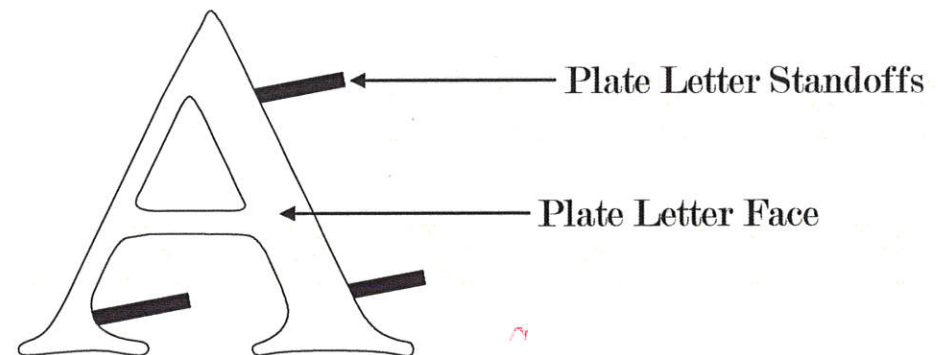
## -For non-corporate trademark logos and/or scripts-

Primary tenant lettering will be composed of aluminum channel letters with 3/16" thick white acrylic faces, 5" deep black returns, 1" thick black trimcap, white LED internal illumination, and raceway painted to match SW 7023 Requisite Gray .

Secondary tenant lettering will be composed of one line of .063 or .090 non-illuminated aluminum plate copy, painted white, mounted to fascia via 1" standoffs painted to match PMS.



Primary Tenant Lettering



Secondary Tenant Lettering

## OLD REQUIREMENTS

### 8 Primary & Endcap Tenant Signage & Identification

### 9 Anchor Tenant Signage & Identification

### 10 Outparcel Tenant Signage & Identification

Primary Copy for Primary & Endcap Tenant will comply with the Master Sign Plan's Sign Criteria and shall not exceed a height of 24" with one (1) line of copy or a height of 12" with two (2) lines of copy.

Secondary Copy for Primary & Endcap Tenant will comply with the Master Sign Plan's Sign Criteria, shall not exceed a height of 12" and shall not exceed one (1) line of copy. Secondary copy will only be allowed when one (1) line of Primary Copy is used.

~~Tenant signage and lettering shall fit within the sign band created by the buildings architectural features.~~

~~Tenant signage and lettering shall not exceed a width of 75% of the lineal footage of the store width of the specific tenant.~~

# Primary & Endcap Tenant Signage & Identification

REVISED REQUIREMENTS

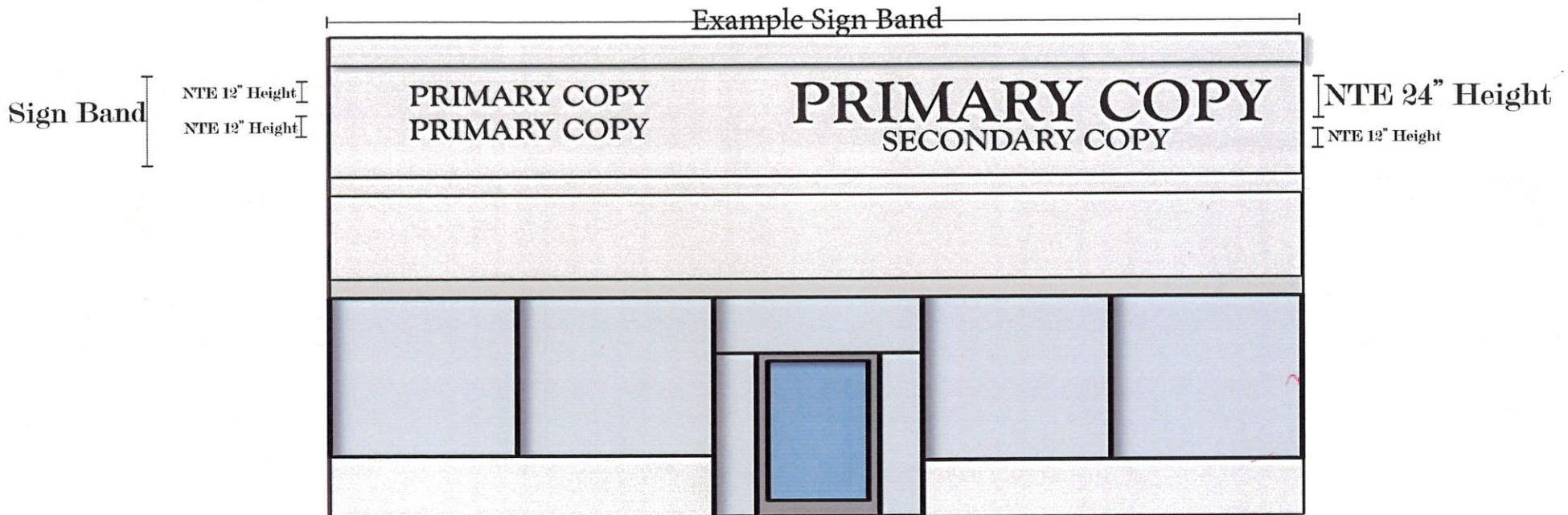
Primary Copy for Primary & Endcap Tenant will comply with the Master Sign Plan's Sign Criteria and shall not exceed a height of 24" with one (1) line of copy or a height of 12" with two (2) lines of copy.

Secondary Copy for Primary & Endcap Tenant will comply with the Master Sign Plan's Sign Criteria, shall not exceed a height of 12" and shall not exceed one (1) line of copy. Secondary copy will only be allowed when one (1) line of Primary Copy is used.

If architectural sign band is present, all Primary & Endcap signage and lettering shall fit within the subject sign band.

Primary Tenants of 5,000 SF or greater and Endcap Tenants have the right to place signage on the rear building store face so long as the total Allocated Signage SF (as noted in the table found on page 5) is not exceeded. Primary Tenants occupying less than 5,000 SF are not allowed to place signage on the rear building store face.

Primary and Endcap Tenant signage and lettering shall not exceed a width of 75% of the lineal footage of the store width of the specific tenant.





# Anchor Tenant Signage & Identification

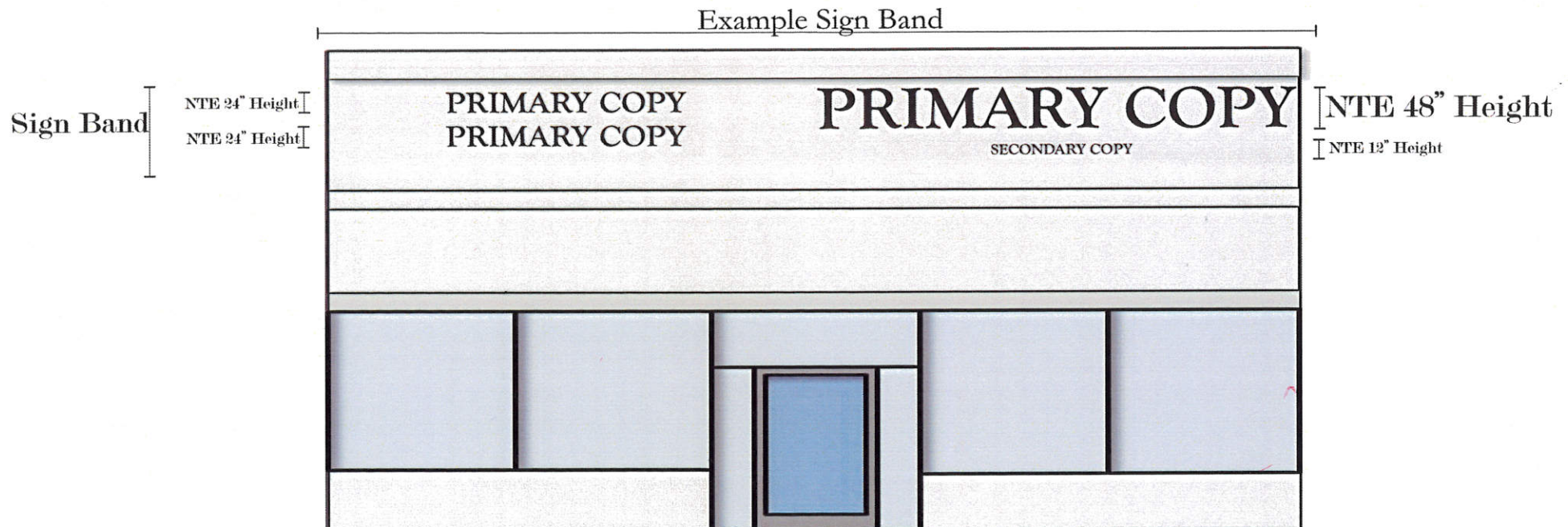
Primary Copy for Anchor Tenant will comply with the Master Sign Plan's Sign Criteria.  
Primary Copy for Anchor Tenant shall not exceed a height of 48" with one (1) line of copy or a height of 24" with two (2) lines of copy.

Secondary Copy for Anchor Tenant will comply with the Master Sign Plan's Sign Criteria, shall not exceed a height of 12" and shall not exceed one (1) line of copy. Secondary copy will only be allowed when one (1) line of Primary Copy is used.

Anchor Tenant signage and lettering shall not exceed a width of 75% of the lineal footage of the store width of the specific tenant.

If architectural sign band is present, Anchor Tenant signage and lettering shall fit within the subject sign band.

Anchor Tenants have the right to place signage on the rear and/or sides of the store face so long as the total Allocated Signage SF (as noted in the table found on page 5) is not exceeded.





# Outparcel Tenant Signage & Identification

Primary Copy for Outparcel Tenant will comply with the Master Sign Plan's Sign Criteria.  
Primary Copy for Outparcel Tenant shall not exceed a height of 60" with one (1) line of copy or a height of 30" with two (2) lines of copy.

Secondary Copy for Outparcel Tenant will comply with the Master Sign Plan's Sign Criteria, shall not exceed a height of 12" and shall not exceed one (1) line of copy. Secondary copy will only be allowed when one (1) line of Primary Copy is used.

If architectural sign band is present, Outparcel Tenant signage and lettering shall fit within the subject sign band. Outparcel Tenant have the right to place signage on the rear and/or sides of the store face so long as the total Allocated Signage SF (as noted in the table found on page 5) is not exceeded.

Outparcel Tenant signage and lettering shall not exceed a width of 75% of the lineal footage of the store width of the specific tenant.

